



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Baldwin, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Midland Crowd	22.2%	Population	182,156	216,029
Rural Resort Dwellers	12.0%	Households	74,261	89,080
Southern Satellites	8.9%	Families	53,436	63,484
Midlife Junction	8.5%	Median Age	41.4	42.7
Rooted Rural	7.4%	Median Household Income	\$47,220	\$51,447

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	65	\$1,755.69	\$130,379,049
Men's	66	\$327.49	\$24,320,060
Women's	63	\$590.06	\$43,818,491
Children's	73	\$303.95	\$22,571,940
Footwear	54	\$258.70	\$19,211,493
Watches & Jewelry	79	\$175.65	\$13,043,768
Apparel Products and Services ¹	79	\$99.83	\$7,413,297
Computer			
Computers and Hardware for Home Use	76	\$160.34	\$11,907,220
Software and Accessories for Home Use	76	\$21.80	\$1,619,237
Entertainment & Recreation	84	\$3,121.59	\$231,812,606
Fees and Admissions	75	\$461.55	\$34,275,043
Membership Fees for Clubs ²	79	\$130.88	\$9,719,332
Fees for Participant Sports, excl. Trips	75	\$85.35	\$6,338,193
Admission to Movie/Theatre/Opera/Ballet	71	\$105.90	\$7,864,241
Admission to Sporting Events, excl. Trips	77	\$46.68	\$3,466,224
Fees for Recreational Lessons	72	\$92.30	\$6,854,626
Dating Services	75	\$0.44	\$32,427
TV/Video/Sound Equipment	79	\$1,140.46	\$84,691,796
Community Antenna or Cable TV	83	\$614.09	\$45,603,016
Televisions	75	\$221.96	\$16,482,751
VCRs, Video Cameras, and DVD Players	81	\$26.82	\$1,991,540
Video Cassettes and DVDs	78	\$51.12	\$3,796,324
Video Game Hardware and Software	77	\$27.56	\$2,046,806
Satellite Dishes	95	\$1.06	\$78,879
Rental of Video Cassettes and DVDs	77	\$39.33	\$2,920,734
Streaming/Downloaded Video	69	\$0.56	\$41,765
Sound Equipment ³	72	\$153.57	\$11,403,904
Rental and Repair of TV/Radio/Sound Equipment	75	\$4.39	\$326,077
Pets	95	\$420.25	\$31,208,345
Toys and Games	81	\$120.98	\$8,984,316
Recreational Vehicles and Fees ⁴	109	\$476.47	\$35,383,316
Sports/Recreation/Exercise Equipment ⁵	76	\$164.88	\$12,244,215
Photo Equipment and Supplies ⁶	82	\$104.30	\$7,745,638
Reading ⁷	81	\$232.69	\$17,279,937
Food	81	\$6,716.92	\$498,805,523
Food at Home	82	\$3,987.68	\$296,129,316
Bakery and Cereal Products	82	\$552.36	\$41,018,912
Meat, Poultry, Fish, and Eggs	82	\$1,001.97	\$74,407,603
Dairy Products	82	\$456.33	\$33,887,616
Fruit and Vegetables	79	\$652.50	\$48,455,462
Snacks and Other Food at Home ⁸	83	\$1,324.51	\$98,359,723
Food Away from Home	80	\$2,729.24	\$202,676,207
Alcoholic Beverages	73	\$437.01	\$32,452,921
Nonalcoholic Beverages at Home	84	\$370.43	\$27,508,556



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Financial			
Investments	74	\$745.70	\$55,376,686
Vehicle Loans	88	\$5,114.97	\$379,842,469
Health			
Nonprescription Drugs	92	\$103.85	\$7,711,699
Prescription Drugs	94	\$534.70	\$39,707,322
Eyeglasses and Contact Lenses	88	\$67.68	\$5,025,812
Home			
Mortgage Payment and Basics ⁹	80	\$7,310.13	\$542,857,505
Maintenance and Remodeling Services	80	\$1,661.66	\$123,396,694
Maintenance and Remodeling Materials ¹⁰	97	\$403.65	\$29,975,601
Utilities, Fuel, and Public Services	85	\$3,883.22	\$288,371,561
Household Furnishings and Equipment			
Household Textiles ¹¹	79	\$111.16	\$8,255,096
Furniture	76	\$502.85	\$37,342,066
Floor Coverings	82	\$79.12	\$5,875,198
Major Appliances ¹²	87	\$262.94	\$19,526,086
Housewares ¹³	75	\$71.04	\$5,275,432
Small Appliances	83	\$29.16	\$2,165,462
Luggage	72	\$7.23	\$537,160
Telephones and Accessories	64	\$27.50	\$2,042,286
Household Operations			
Child Care	72	\$295.13	\$21,916,749
Lawn and Garden ¹⁴	89	\$377.63	\$28,043,366
Moving/Storage/Freight Express	80	\$41.93	\$3,113,734
Housekeeping Supplies ¹⁵	85	\$647.87	\$48,111,214
Insurance			
Owners and Renters Insurance	92	\$450.84	\$33,479,740
Vehicle Insurance	83	\$1,166.86	\$86,652,121
Life/Other Insurance	90	\$515.36	\$38,271,486
Health Insurance	89	\$1,805.20	\$134,055,695
Personal Care Products ¹⁶	81	\$349.19	\$25,931,362
School Books and Supplies ¹⁷	73	\$86.66	\$6,435,552
Smoking Products	88	\$396.08	\$29,413,273
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	86	\$4,432.88	\$329,190,181
Gasoline and Motor Oil	88	\$2,210.78	\$164,174,890
Vehicle Maintenance and Repairs	83	\$825.24	\$61,283,361
Travel			
Airline Fares	74	\$309.16	\$22,958,774
Lodging on Trips	81	\$343.96	\$25,542,688
Auto/Truck/Van Rental on Trips	73	\$28.37	\$2,106,682
Food and Drink on Trips	81	\$378.94	\$28,140,618

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.